

Tourism Advisory Council FY 2012 Q2

Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Review Status Symbols Legend

First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track










Third Column:

Strategy Future Concern: L Low Concern M Medium Concern H High Concern

Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete

✓ Completed ⏸ On Hold ✗ Cancelled

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.2.4: Address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	○	Victor Bjornberg	○	→	H
1.2.4.1: TAC address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	○	Barb Sanem	○	→	H
1.2.4.1.1: Prioritize issues and identify potential inter-agency policy actions annually.	<i>Tactic</i>	Barb Sanem	○	?	
1.2.4.1.2: Address priority issues and report annually to tourism and recreation industry partners.	<i>Tactic</i>	Barb Sanem	○	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.6.2.4: Adjust Montana school calendars to facilitate tourism and recreation industry seasonal workforce needs.		Barb Sanem			X
1.6.2.4.1: Work with the MT Board of Regents and Board of Education to adjust Montana's academic calendars so students can work a full tourism/fire season, and so more businesses can hire Montanans.	<i>Tactic</i>	Barb Sanem			X
1.8.1.3: Support City/County planning and growth policies that preserve the unique character of Montana, and minimize urban sprawl.		Barb Sanem			X
1.8.1.3.1: Consistent with the principles of geotourism, encourage local officials to use planning and development tools that will enhance quality of life, as well as preserve community heritage.	<i>Tactic</i>	Barb Sanem			
1.8.1.3.2: Form alliances of communities, tribes, agencies, private citizens, businesses, and private/nonprofit groups for cooperative funding and strategic planning.	<i>Tactic</i>	Barb Sanem			
1.10.4: Streamline the process of reporting marketing plans, projects, and expenditures to the TAC and Travel Montana by Tourism Regions and CVBs.		Barb Sanem			✓
1.10.4.1: Reduce procedural steps in the marketing plan and project reporting requirements.	<i>Tactic</i>	Barb Sanem			
1.10.4.2: In the 1st quarter of 2008, review the recommendations for streamlining presented at the June 2007 TAC meeting, and develop	<i>Tactic</i>	Barb Sanem			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
recommendations for the TAC.					

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